Yidan (Eden) Gao

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SKILLS

Python, SQL, R, Tableau, Power BI, SAS, MS Excel, Hadoop, AWS, Spark, Snowflake, Lean Sigma, Confluence, Jira

EDUCATION

MS in Business Analytics – UNIVERSITY OF MINNESOTA, Minneapolis, MN   May 2020
BS in Supply Chain and Information Analytics – PURDUE UNIVERSITY, West Lafayette, IN   May 2019

EXPERIENCE

FedEx   Aug 2020 – Sep 2021
Operational Research Scientist I   Harrison

- Built dashboards using Power BI to detect distribution of daily demand and cross-group communication
- Retrieved data from Oracle with SQL to upgrade database into Azure Cloud Base
- Forecast daily demand in regions with time series model using Python and R

CARLSON ANALYTICS LAB, University of Minnesota, Minneapolis, MN
Analytics Consultant
Designed NoSQL Database for Non-profit Governmental Agency   Jan 2020 – May 2020

- Conducted disparity analysis in PowerBI to identify under-served groups and documented using Confluence
- Used linear regression in Python Scikit-learn to predict wellbeing among demographic groups, optimized model to allocate limited resources of food shelves and proceed progress as scrum master using Jira

Drove Up Headcounts for Leading Hospitality and Entertainment Company   Oct 2019 – Dec 2019

- Clustered 2M customers into 4 segments with K-Means in Scikit-learn and identified underserved groups by setting KPI and visualized findings in PowerBI
- Designed promotion bundles with association rule to drive up headcounts by 26% in R

Optimized Staff Planning for client Mall of America   Jun 2019 – Sep 2019

- Differentiated important holidays with Uplift regression and ggplot in R to support workforce management.
- Managed 40K data points on call center data to optimize staffing roster. Identified trends in data by time, location, type, weather, and visualized data in PowerBI, created technical report in R markdown, presented to leadership

CHINA TELECOM   Szechwan, China
Marketing Analyst   Jun 2018 – Sep 2018

- Led 5-member cross functional team to retrieve 160K user records using SQL to detect transaction patterns. Defined key metrics to analyze user retention rate and optimize existing profit model
- Derived actionable insights on customer affinity toward E-pay online payment system using Tree-based models in Python with ~87% accuracy, resulting in 0.4% YoY growth in province

Information Analyst   Jun 2017 – Sep 2017

- Extracted 100K user web search data using SQL on Hive to present insights on data flow trends. Calculated metrics such as page views, duration, and conversion rate for exploratory analysis
- Deployed ETL pipeline and built Logistic Regression and Decision Tree with 75% accuracy in Python Scikit-learn to understand demographic portraits of users and helped implement promotional plan

PROJECTS

Home Credit Default Risk   Nov 2019 – Dec 2019

- Identified the underserved loan applicants based on demographic features and self-defined metrics; reduced measurement dimension from 356 to 98 using PCA and Random Forest and enhanced computation efficiency
- Used Logistic Regression, Random Forest, XGBoost and LightGBM to classify qualified customer with 0.74 accuracy in Python

CERTIFICATIONS

Tableau Software Certified **Tableau Analyst** (Issued May 2020 – No Expiration Date)
Google Certified **Advanced Google Analyst** (Issued May 2020 – May 2021)